



ROOTSCAMP 26-27:

THE MOVEMENT'S
POST ELECTION DEBRIEF

PROPOSAL



ROOTSCAMP HISTORY



ROOTSCAMP 2006

RootsCamp has anchored this movement since 2006 — it's the place where the people who ran the last campaign teach the people who are preparing to run the next one what actually happened, and own the outcome. RootsCamp went dark after 2018. GAIN Power and Global GAIN brought it back in 2025, in less than eight weeks, over the holidays, right after a devastating loss — **and 325+ people from 43 states and 161 organizations showed up anyway, with hundreds more attending online.**

We don't do this because reflection feels good. We do it because the movement only gets better if we actually learn our lessons and use them to plan our way forward — and that doesn't happen by accident. It happens in rooms that are built for it. RootsCamp is immersive and interactive, composed of post-election debriefs, session-by-session lessons published to a searchable archive, and space for whatever conversations percolate to the top and demand attention — not just the ones planned for in advance. In 2025, that meant a Big Ideas session that turned into the Federal Workers Alliance for Democracy, a place where those displaced by DOGE found connection and hope. RootsCamp isn't just where we process what happened. It's a place for sharing the lessons of the last election and planning for the next one.





WHY ROOTSCAMP NOW

Every cycle, the movement's most important lessons exist for about six weeks — the window between election night and the moment staff scatter to new jobs, new states, and unemployment. RootsCamp 2026-7 is timed to catch that window just after the November 2026 midterm elections.

This time, we expect the room to feel different. RootsCamp 2025 was about recovering from a devastating loss. RootsCamp 2027 convenes on the other side of that arc — and this time, we plan to be debriefing victories and processing the lessons learned.

Rootscamp is an unconference where attendees contribute to the agenda, design the sessions, and are active participants. It's a place to share ideas, strategies, and what it means to practice progressive politics with organizers from all over the country.

Winning cycles need to be examined just as much as losing ones. It's when you capture what worked, while it is working, and turn momentum into a plan for 2028. Win, lose, or draw isn't a hedge. It is the discipline that makes RootsCamp valuable in every outcome. Our first milestone is to have \$250,000 committed by October 1 — enough funding to lock the venue and dates and guarantee the scholarship fund well before anyone knows the results of the midterm elections.





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Picture early 2027. The “Wall” is filling with session cards — proposals pitched by the room, voted by the room, led by the room. A field director who just helped flip a legislative chamber is teaching forty people how it happened: county party folks, IE staffers, a union rep, first-time volunteers who have never been in the same room with any of them. And when it's over, none of it evaporates — every session's lessons publish to a searchable archive, and the movement walks out with a playbook for 2028 written by the people who ran 2026. That is what this proposal funds. Not another conference. And the national room won't stand alone — we're organizing local RootsCamps in the early presidential primary states, with dates and locations being locked in with state partners now.

This is the space where the movement learns.



GLOBALGAIN

GAINPOWER

ROOTSCAMP PROVIDES A SPACE FOR PROGRESSIVES TO:

- **Debrief:** Reflecting on the lessons of each election is crucial for understanding our victories and challenges. What strategies propelled us forward? What obstacles held us back? By examining these questions honestly, we can identify what went right, address what went wrong, and create actionable plans to improve moving forward. This process is not only about learning from our successes but also about building resilience through our missteps.
- **Recharge:** Rootscamp offers a unique opportunity to reconnect with the inspiration that fuels our passion for grassroots movements. We can recharge our spirits and rediscover the drive to make lasting change. By building meaningful, enduring connections, we create a foundation of support that will sustain us in the often exciting, sometimes challenging times ahead.
- **Rebuild:** Collaboration is the backbone of progress. Rootscamp creates a space for changemakers to exchange ideas and co-create strategies that strengthen movements across the country. Whether sharing innovative techniques, addressing systemic issues, or brainstorming solutions together, this moment is about rebuilding stronger, smarter campaigns for the future.
- **Career Connections:** Rootscamp isn't just about strategy; it's also about opportunity. By offering spaces to network and connect with like-minded professionals, participants can foster career growth, discover new avenues in activism, and take the next steps toward impactful work.
- **Inspire:** Above all, Rootscamp is a space to inspire one another. From shared stories of triumph to innovative campaign tactics, this gathering reminds us of the power we hold to create change when we come together. Recognizing our collective potential fuels optimism and determination for the road ahead. Together, we can dream bigger and achieve more.





2025 ROOTSCAMP BY THE NUMBERS



- 325+ in person attendees



- 400 virtual attendees



- 43 states



- 161 organizations represented

SESSIONS



- 132 sessions held in 2025: 81 in person and 51 virtual



- 76 unique session speakers and presenters



SPONSORS & SCHOLARSHIPS

60+ Sponsors or donors to the scholarship fund

22 Partner organizations

150 Total scholarships awarded

2025 SPONSOR LIST



2025 KEYNOTE HIGHLIGHTS

Featured Speakers

We were honored to host inspiring speakers, including:

Heather Booth – Civil rights activist, feminist, political strategist, and co-founder of JANE, a pre-Roe abortion fund, the first campus women's liberation organization, and the Midwest Academy.



Georgia State Representative for House District 97. **Rep. Ruwa Romman** is a lifelong activist who has been working in civic engagement and local politics in Georgia for years. As Co-Founder of the Georgia Volunteer Hub, she helped train thousands of folks to participate and get active in Georgia's many political fights, including the 2020 Senate Runoff election, the 2022 and 2024 campaigns. In August of 2024, she was put forward by the Uncommitted National Movement to speak at the 2024 Democratic National Convention.

2025 KEYNOTE HIGHLIGHTS

Featured Speakers

Security Panel: **The Democracy Security Project**, DNC Vice-Chair **Reyna Walters-Morgan**, and **Emma Olson Sharkey** from the Elias Law Firm joined together to provide a practical and compelling session on protection ourselves and one another in digital spaces.



Featured Speakers

A'shanti Gholar: The first Black woman to lead Emerge, the nation's largest network of women elected officials and candidates, and founder of *The Brown Girls Guide to Politics*.

2025 KEYNOTE HIGHLIGHTS

Featured Speakers

DNC Vice Chairs **Malcolm Kenyatta** and **Reyna Walters-Morgan** spoke on engaging our community and the future of the Democratic Party.



BREAKOUT SESSIONS:

Attendee submitted topics included:

- Making Every Vote Count: Pathways Forward for Proportional Representation
- Making Use of No Code & Low Code Tools
- Digital security for the "I've been meaning to get to that" crowd
- Powering Change: Using Stories to Champion Clean Energy and Counter Disinformation
- 2024 Latino Vote: Lessons and Challenges
- Abortion in the 2024 Election: What Happened? And how do we talk about it?

TESTIMONIALS



- “The realization that this thing is like clay, we’re shaped by experiences and can improve.”
- “Session on digital security was EXTREMELY HELPFUL!”
- “I ran into and reconnected with colleagues who I haven't seen in over a decade. Great to reconnect and see them thriving and still doing great work.”
- “I had an AMAZING time at RootsCamp! The vibes were great, the content of the sessions was wonderful and I loved how participatory it was. The location was wonderful. The fact that tickets included food, snacks, and Diet Coke on tap was incredible. I also appreciated how the venue supported networking during and after scheduled events. Overall, it was a 10/10 in my book!”
- “The opening plenary was fantastic. I loved that the speakers spoke to their personal experiences & journeys and grounded us in the reality of now rather than giving us platitudes.”

- “I found a renewed sense of purpose that carried me through the year. Thanks to Amy Pritchard and the team at GAIN POWER, RootsCamp returned and during a Big Ideas session, a former federal worker called for people to come together to support federal workers facing escalating attacks from DOGE and the Trump administration. A Signal chat was started and that weekend, over lunch, Federal Workers Alliance For Democracy was born.”



The Ask: RootsCamp 2026-7

RootsCamp is the progressive movement's post-election debrief — the unconference where the people who did the work teach each other what actually happened, win, lose, or draw. It has anchored the movement since 2006. In 2025, GAIN Power and Global GAIN brought it back in person for the first time since 2018 — in less than eight weeks from decision to doors, after a devastating loss, over the holidays — and 325+ people from 43 states and 161 organizations showed up, with hundreds more at the virtual camp.

In early 2027, RootsCamp convenes again: bigger, with a virtual companion camp, and this time we expect to be debriefing victories. We're also organizing local RootsCamps in the early presidential primary states — dates and locations are being locked in with state partners now. The platform that runs it — native RSVP, session pitching and voting, a searchable archive of what every room learned, and a jobs board — is already live. We are seeking \$800,000, and our first milestone is \$250,000 committed by October 1.

“If I could wave a magic wand and fund any one project in the progressive movement, it would be to bring back RootsCamp. Dollar for dollar it would be the most efficient way to increase the effectiveness of electoral programs.”

— Julia Rosen, LinkedIn, November 2024



The Budget

We're still working on budgets, but here's what we're looking at: \$100,000 each for the South Carolina, Nevada, New Mexico, New Hampshire, and Michigan camps, and \$300,000 for Virginia — which will be both a state camp and the national convening. Every camp's budget includes scholarships, the platform, and the staffing to run it — nothing here is venue-only.

Total: \$800,000

Contributions can be directed to:
Global GAIN (501(c)(3)) or to GAIN Power.

The Timeline

August – Lock the venue and dates.

September — Registration and scholarship applications.

October – Finalize \$250,000 in financial support.

Mid-November – Session submissions open.

Post-election — Local RootsCamps in the early presidential primary states, dates and locations set with state partners.

Early 2027: RootsCamp — the cycle's debrief, in one national room, plus everywhere the virtual camp reaches.

And here is what's standing when it ends: a restored institution, a live platform the whole community knows, a searchable archive of what worked in 2026, and a movement-wide commitment that after every election, we come together to debrief.

This is the room the movement shares in, thinks in, and acts in.

SUPPORT US.

Sponsorship Levels and Benefits

Superpower Sponsor - \$75,000

In-Person Conference

- 20 Staff or Sponsorship Tickets
- Expo / Career Fair Table: Premium Location
- Session Sponsorship: Marquee session branding
- Branding: Top logo placement, swag branding

Virtual Conference

- 15 Online Tickets
- Virtual Booth
- Platform Branding: Home page logo

Promotion

- Email Promotion: 3 branded emails
- Social Media Shoutouts: Weekly posts

Terawatt Sponsor - \$50,000

In-Person Conference

- 15 Staff or Scholarship Tickets
- Expo / Career Fair Table: Premium Location
- Session Sponsorship: Networking session branding
- Branding: Large logo placement

Virtual Conference

- 10 Online Tickets
- Virtual Booth
- Platform Branding: Major page logo

Promotion

- Email Promotion: 2 branded emails
- Social Media Shoutouts: 6 posts

Gigawatt Sponsor - \$35,000

In Person Conference

- 12 Staff or Scholarship Tickets
- Expo / Career Fair Table: Premium Location
- Session Sponsorship: Sponsored session
- Branding: Logo on signage

Virtual Conference

- 10 Virtual Tickets
- Virtual Booth
- Virtual Session Branding

Promotion

- Email Promotion: 1 branded emails
- Social Media Shoutouts: 4 posts

Megawatt Sponsor - \$25,000

In-Person Conference

- 10 Staff or Scholarship Tickets
- Expo / Career Fair Table: Premium Location
- Session Sponsorship: Limited Sessions
- Branding: Logo on materials

Virtual Conference

- 8 Virtual Tickets
- Virtual Booth
- Virtual Session Branding

Promotion

- Social Media Shoutouts: 3 posts



Attendees taking in a training discussion during RootsCamp 2025.



Sponsorship Levels and Benefits

Kilowatt Sponsor - \$15,000

In-Person Event

- 8 Staff or Sponsorship Tickets
- Expo / Career Fair Table: Premium Location
- Branding: Logo in program

Virtual Event

- 6 Online Tickets
- Virtual Booth

Promotion

- Social Media Shoutouts: 2 posts

Watt Sponsor - \$10,000

In-Person Event

- 6 Staff or Sponsorship Tickets
- Expo / Career Fair Table
- Branding: Logo in program

Virtual Event

- 4 Online Tickets
- Virtual Booth

Promotion

- Social Media Shoutouts: 1 post

Milliwatt Sponsor - \$5,000

In-Person Event

- 4 Staff or Sponsorship Tickets
- Expo / Career Fair Table
- Branding: Logo in shared materials

Virtual Event

- 4 Online Tickets
- Virtual Booth

Promotion

- Social Media Shoutouts: 1 post

Microwatt Sponsor - \$2,500

In-Person Event

- 2 Staff or Sponsorship Tickets
- Expo / Career Fair Table
- Branding: Logo in shared materials

Virtual Event

- 2 Online Tickets
- Virtual Booth

Promotion

- Social Media Shoutouts: 1 grouped post

Nanowatt Sponsor - \$1,250

In-Person Event

- 1 Staff or Sponsorship Tickets
- Expo / Career Fair Table
- Branding: Logo in shared materials

Virtual Event

- 1 Online Ticket
- Virtual Booth

Promotion

- Social Media Shoutouts: 1 grouped post



GAIN Power Founder, Amy Pritchard with Billy Wimsatt, Founder and Executive Director of Movement Voter Project



Panel discussion at RootsCamp 2025



Contribution Information:

Sponsor RootsCamp 2026 through GAIN Power! –

Contributions made to GAIN Power are not tax-deductible as charitable contributions but may qualify as business expenses or professional development deductions.

Sponsor RootsCamp 2026 through Global GAIN! – 501(c)(3) contributions made to Global GAIN provide program and scholarship support.

Contribute Online:

To make a non-tax-deductible contribution to GAIN Power visit:

<https://secure.actblue.com/donate/rootscamp2026>

To make a 501(c)(3) charitable contribution to Global GAIN visit:

<https://secure.actblue.com/donate/rootscamp2026c3>

Wiring Instructions:

For wiring instructions please contact Jennifer Treat at Jennifer@gainpower.org.

Contribute via Check:

To contribute via check please make checks payable to GAIN Power (LLC), Global GAIN (c3) and remit to: PO Box 15381, Washington, DC 20003

By sponsoring RootsCamp, your organization creates a more equitable, inclusive, and impactful progressive movement. Thank you for being so supportive!

Learn More at www.RootsCamp.com





Appendix: South Carolina

Suggested weekend: November 12–14 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

South Carolina leads off the 2028 presidential calendar on January 22, 2028 — the natural place to organize a camp in November, right after the midterms, in the state the whole country will be watching first.

What we're looking at for the South Carolina camp: \$100,000 — scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely South Carolina's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

Partner with us at rootscamp.app/partner — or raise your hand to co-host at rootscamp.app/host.

Appendix: Nevada

Suggested weekend: November 19–21 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

Nevada votes second on the 2028 presidential calendar, on February 1, 2028 — the natural place to organize a camp in November, right after the midterms, before the whole country turns west.

What we're looking at for the Nevada camp: \$100,000 — scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely Nevada's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

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Appendix: New Mexico

Suggested weekend: December 3–5 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

New Mexico is new to the early window, voting February 15, 2028 — the natural place to organize a camp in December, right after the midterms, as the country starts paying attention to New Mexico like never before.

What we're looking at for the New Mexico camp: \$100,000 — scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely New Mexico's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

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Appendix: New Hampshire

Suggested weekend: December 10–12 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

New Hampshire votes third on the 2028 presidential calendar, on February 8, 2028 — the natural place to organize a camp in December, right after the midterms, with the primary spotlight already on its way.

What we're looking at for the New Hampshire camp: \$100,000 — scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely New Hampshire's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

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Appendix: Michigan

Suggested weekend: December 17–19 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

Michigan votes February 22, 2028 — the natural place to organize a camp in December, right after the midterms, in a battleground the whole country will be watching.

What we're looking at for the Michigan camp: \$100,000 — scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely Michigan's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

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Appendix: Virginia

Suggested weekend: January 7–9 — a starting point, not a requirement. If there's anything already planned in the state, we'd rather move our dates than step on yours. And if something's already doing this work, we'd rather join forces than duplicate.

Virginia closes out the early window on February 29, 2028 — the natural place to organize a camp in January, just as Virginia comes off its own huge election year. Virginia will also host the national convening, with a state track and a national track running side by side.

What we're looking at for the Virginia camp: \$300,000 — covering both the state camp and the national convening. Scholarships, the platform, and the staffing to run it included.

A co-sponsorship, not a handoff: the state party, IEs, c3 civic engagement groups, labor, and issue organizations under one roof, with GAIN Power bringing the brand, the format, and hands-on support. There's room to make it uniquely Virginia's — part of the point is that every camp feels as local as possible. Fifty to a hundred people is a win; you know your community best.

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